THIS IS A STORY OF ADVENTURE. A STORY OF ZEAL.

IMAGINED, DESIGNED, AND CRAFTED RIGHT HERE IN BEAUTIFUL BOULDER, COLORADO.

IT FEATURES OUR FAMILY OF DEDICATED EMPLOYEES, DREAMERS, FRIENDS, ATHLETES, DESIGNERS, PHOTOGRAPHERS AND CREATIVES THAT ALL SHARE THE SAME VISION.
WE ARE ALL ZEAL.

AND THIS IS OUR PLAYGROUND.
SO IS THIS.
WE BELIEVE 
LIFE IS 
BEST LIVED 
OUTDOORS.
AND WE MAKE

EYEWEAR THAT

ENHANCES

EVERY MOMENT

YOU SPEND IN IT

TO ELEVATE YOUR PERSPECTIVE.
OUR PASSION FEEDS YOUR ADVENTURES, AND PROTECTS THE PLACES YOU PLAY.
OUR VISION IS BETTER VISION.
Zeal sunglasses and goggles are engineered to make your experiences richer and your memories more vibrant.
We blend innovative materials, cutting-edge technologies, and time-honored craftsmanship to create some of the **BEST EYEWEAR IN THE WORLD.**
SUNGLASS COLLECTIONS

Optical and sustainable innovation are our inspiration. From performance to lifestyle designs, and everything in between, we’ve crafted a collection of premium-polarized sunglasses to fit your lifestyle.

METALS
Strength. Style. Sustainability.
Zeal’s Metals are a confluence of strength, style and sustainability with unique design elements that stand out from the pack, while minimizing their impact on the environment. Forged from recyclable stainless steel, plant-based Ellume Polarized lenses, Hexetate and ceramic nose pads.

BECAUSE DETAIL IS EVERYTHING.

SEE GRASS
See Grass combines recycled plastic and grass fibers in a closed-loop system powered by renewable energy to create unique, durable frames with our lowest environmental impact to date.
Recycled Plastic + Grass Fiber + Bio Gas = SUNGLASSES REIMAGINED.

Z-LITE
Z-Lite combines our Z-Resin plant-based material with a thin injection process, creating an ultra-lightweight, durable frame for performance and style. Weighing in at less than an ounce, including the lenses, Z-lite is lighter and stronger so you can go further.

AUTO SUN
From Dawn 'Til Dusk
Your partner for all-day adventures in changing light conditions.
Auto Sun lenses combine photochromic technology and polarized protection into a single lens for an unsurpassed visual experience no matter where the sun leads you.

Z-RESIN
Plant-Based Performance
Crafted from the versatile castor bean’s oil, this plant-based material provides an incredibly durable and lightweight plastic alternative without the footprint of petroleum. The use of Z-Resin significantly reduces the amount of CO2 produced during manufacturing and is the staple of the Zeal Sunglass line.
EVERY PAIR OF SUNGLASSES AND GOGGLES THAT BEARS IT HAS BEEN TESTED IN THE WORLD'S HARSHEST ENVIRONMENTS.

THIS IS OUR LOGO.
WHEN WE’RE NOT UP LATE WORKING TO IMPROVE & INNOVATE OUR OPTICS, WE’RE UP EARLY ON A MISSION TO TEST WHAT WE MAKE.

YOU’LL NEVER HEAR US COMPLAIN ABOUT OUR COMMUTE.
GOGGLE TECH & COLLECTIONS

At Zeal Optics, we're constantly striving to improve our lenses to help you see more of the mountain. As a proud part of the Maui Jim family, Zeal has unrivaled access to the latest materials and technology developments, as well as the top suppliers in the world.

RAIL LOCK SYSTEM
Our patented RLS collection features a rimless frame design for unsurpassed peripheral vision and a dual sliding rail system that guides, slides, and locks your lens in place anywhere on the mountain.

AVAILABLE IN HIGHMARK, LOOKOUT, PORTAL XL & PORTAL

OBSERVATION DECK TECHNOLOGY
Change Your Perspective
Taking a page from the physics behind structures like air traffic control towers, Observation Deck Technology (ODT) is the first goggle system that replicates the eagle’s view of the mountains, to help you see every inch of the line below you.

AVAILABLE IN HANGFIRE, LOOKOUT & BEACON

OPTIMUM
Clearly Superior
The foundation of all Zeal Optics lens collections, Optimum is built with complete protection from harmful UV rays, our unreal Everclear Anti-Fog, Permcushion Hardcoat and optimal color filtration for perfect clarity, heightened color and enhanced definition. Available in a range of mirrors and tints, Optimum has you covered no matter what Mother Nature serves up.

OPTIMUM POLARIZED
Clarity + Protection
Our Optimum Polarized Collection has all the color, clarity and contrast of Optimum, with the added bonus of polarized protection for a glare-free view of the terrain while highlighting ice and hardpack. Our premium polarized lens is designed to block reflected light and filter 95% of HEV light. This delivers the ultimate color experience and exceptional definition and contrast of the snow’s surface.

OPTIMUM POLARIZED AUTOMATIC+
Polarized + Photochromic
Yup, it’s true: We took the best of the best and made it even better. Automatic+ lenses have all the features of our Optimum and Polarized Collections + photochromic technology, so your lens automatically adjusts color and tint in changing light conditions, delivering an unsurpassed optical experience.

At Zeal Optics, we're constantly striving to improve our lenses to help you see more of the mountain. As a proud part of the Maui Jim family, Zeal has unrivaled access to the latest materials and technology developments, as well as the top suppliers in the world.
OUR COLORADO R&D LAB IS ONE OF THE WORLD'S BIGGEST. AND BEST.

It's nearly 100,000 square miles.
It comes with

300 DAYS OF SUNSHINE, FOOT AFTER FOOT OF FRESH POW, AND ENDLESS MOUNTAIN RANGES.

(It’s also well stocked with craft beer)
It’s these surroundings that have lead to INNOVATIONS that quite literally improve YOUR EXPERIENCE OUTDOORS.
Innovations like our AUTOMATIC+ goggles that use photochromic and polarized technology to adjust to changing light conditions.

And our plant-based ELLUME POLARIZED lenses that eliminate distortion and accentuate detail so you see richer color, greater clarity and more contrast.
But Zeal is more than just an eyewear company.

WE ARE GUIDED BY A SIMPLE SET OF BELIEFS.
**“USE LESS” IS OUR MANTRA.**

There’s only one good kind of footprint: The kind that is gone with the next rain, wave, gust or snowfall. All of us live for the outdoors and we all have a responsibility to protect the world around us for generations to come. We are constantly seeking new ways to use less, further reduce our footprint and make more environmentally friendly products.

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**“EXPLORE MORE” IS OUR RALLYING CRY.**

“Zeal” means passion and we live by our name every day. Our goal is to create products that inspire us all to pursue our passions. To make sure we always keep the tent packed. The skis tuned. The surfboard waxed. Because you never know when that next perfect day might come along.

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**“GIVE BACK” IS OUR GOLDEN RULE.**

It’s easy to get caught up in the beauty of the great outdoors. We try to remind ourselves that not everyone is as fortunate as we are when it comes to exploring the wild world around us. At Zeal, we work to bring inspirational adventures to those who might never have felt the thrill of running a river or the calm of a mountain top.

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**Connect + Protect**

Our goal is to not only protect the environment and public lands, but to connect people—whether it be the disadvantaged, disenfranchised youth or the next generation—to these places, instilling a love for the outdoors, inspiring them to work and advocate for wild places and continuing that cycle forward.

*Want to learn more about our efforts? Scan the QR code or visit [zealop.link/Commitment](zealop.link/Commitment)*
ADVENTURE AWAITS.
In Boulder?

STOP BY AND SAY "HELLO!"

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If we’re not home, you know where to find us.

#EXPLOREMORE
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